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FOR IMMEDIATE RELEASE:

MARCH FAN BENEFIT UNVEILED ON FACEBOOK

25% off NH Made products when you become a fan of VisitNH on Facebook!

Concord, New Hampshire, March 1st, 2010 – Today, state tourism officials unveiled the March VisitNH Fan Benefit: 25% off NH Made products online or in the official stores.

"Our membership now exceeds 700 and we gain more every day as small business owners realize the powerful benefits of building a 'brand' for New Hampshire," says Laurie Ferguson, executive director of New Hampshire Made. The mission of NH Made is to strengthen New Hampshire's state economy by increasing the awareness and demand for New Hampshire-made products and services and providing the support programs local businesses need to grow.

"We are happy to be able to work with our partner, NH Made, to give this exclusive discount to our fans on Facebook. These products are uniquely New Hampshire and can only be accessed by becoming a fan of the VisitNH fan page and joining the almost 3,500 fans we currently have" said Tai Freligh, Communications Manager for NH Travel and Tourism Development. "You know you're getting a quality product when it has the NH Made logo on it and you know you're getting quality information on New Hampshire on Facebook with the tourism logo!" he added.

Travelers can take advantage of this offer in two ways:

Offer 1: Enjoy 25% off all New Hampshire Made Products when shopping through the online store with a special redemption code.

Offer 2: Print out the special coupon and present it in person at "The New Hampshire Stores" - Located on I-95 in Hampton, NH, both Northbound and Southbound, adjacent to the NH Liquor Stores.

The VisitNH fan benefit encourages the general public, New Hampshire residents, and past and future visitors to become fans of the VisitNH Fan Page on Facebook. Once on the page, fans get access to the latest info, including events, photos, videos, links to news articles and other interesting things going on in New Hampshire.

Facebook users can log onto www.facebook.com/VisitNH, become a fan, and receive benefits each month from New Hampshire properties and attractions.

In addition to Facebook, DTTD is also actively involved on Twitter, and Flickr.

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.